WELCOME TO DIGITAL MARKETING

WHAT IS DIGITAL MARKETING ?

Digital marketing is the practice of promoting products, services, or brands using digital channels and technologies.

It includes a wide range of online marketing strategies and tools that businesses use to reach and engage customers through the internet and other digital platforms.

WHAT IS SEO ?

SEO (Search Engine Optimization) is the process of improving a website's visibility in search engine results (like Google, Bing, or Yahoo) so that more people can find it when they search for relevant keywords

TYPE OF SEO ?

- ✓ White Hat SEO
- ✓ Black Hat SEO
- ✓ Gray Hat SEO

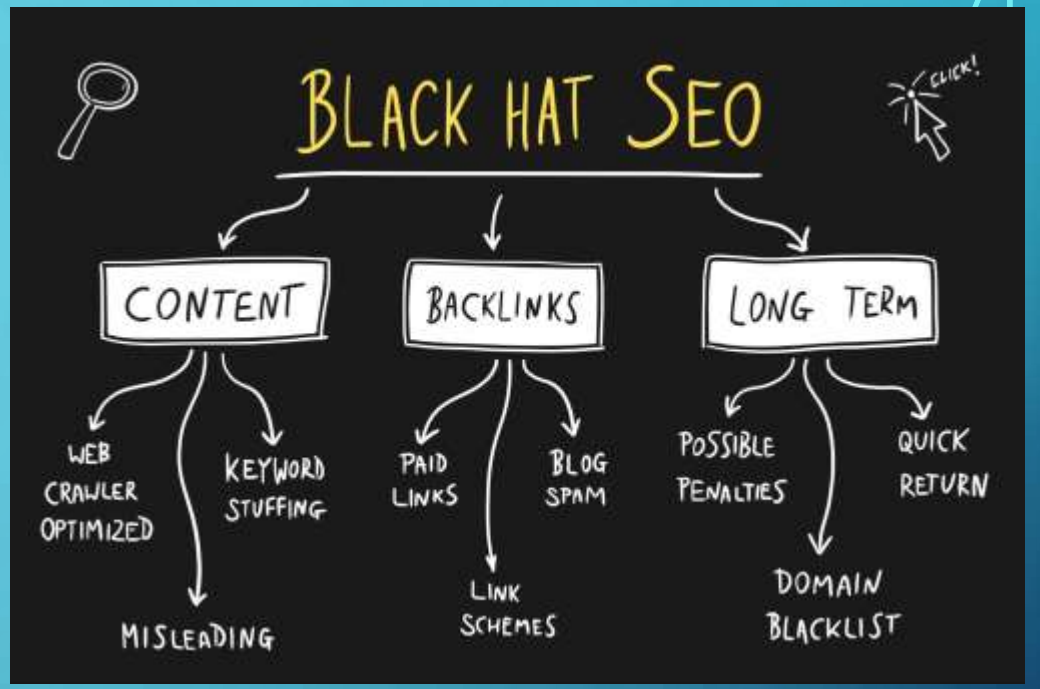
White, gray and black hat comparison
WHITE HAT
Considered the good guys because they follow the rules when it comes to hacking into systems without permission and obeying responsible disclosure laws
GRAY HAT
May have good intentions, but might not disclose flaws for immediate fixes
Prioritize their own perception of right versus wrong over what the law might say
BLACK HAT
Considered cybercriminals; they don't lose sleep over whether or not something is illegal or wrong
Exploit security flaws for personal or political gain—or for fun

WHAT IS WHITE HAT SEO ?

White Hat SEO refers to ethical, Google-approved strategies used to improve a website's ranking in search engine results **without breaking any rules.**

In Simple Terms:

White Hat SEO means playing fair — using honest methods to help your website show up higher on Google **by providing real value** to users.



WHAT IS BLACK HAT SEO ?

Black Hat SEO refers to unethical or manipulative tactics used to improve a website's search engine ranking **by breaking search engine rules,** especially Google's.

In Simple Terms:

Black Hat SEO is like **cheating** the system to rank higher in search results — it might work short-term, but it risks serious **penalties or even getting banned.**

WHAT IS GRAY HAT SEO ?

Gray Hat SEO is a mix of **White Hat** (ethical) and **Black Hat** (unethical) SEO techniques. It refers to practices that **aren't clearly against search engine rules,** but still **push the boundaries** and could become risky if search engines update their algorithms or policies.

In Simple Terms:

Gray Hat SEO = **Not fully cheating,** but **not completely honest either.**

It's walking the line between what's allowed and what might get penalized in the future.

TYPE OF WEB TRAFFIC ?

- ✓ Organic
- ✓ Inorganic
- ✓ Social
- ✓ Referral
- ✓ Direct

Types of Web Traffic

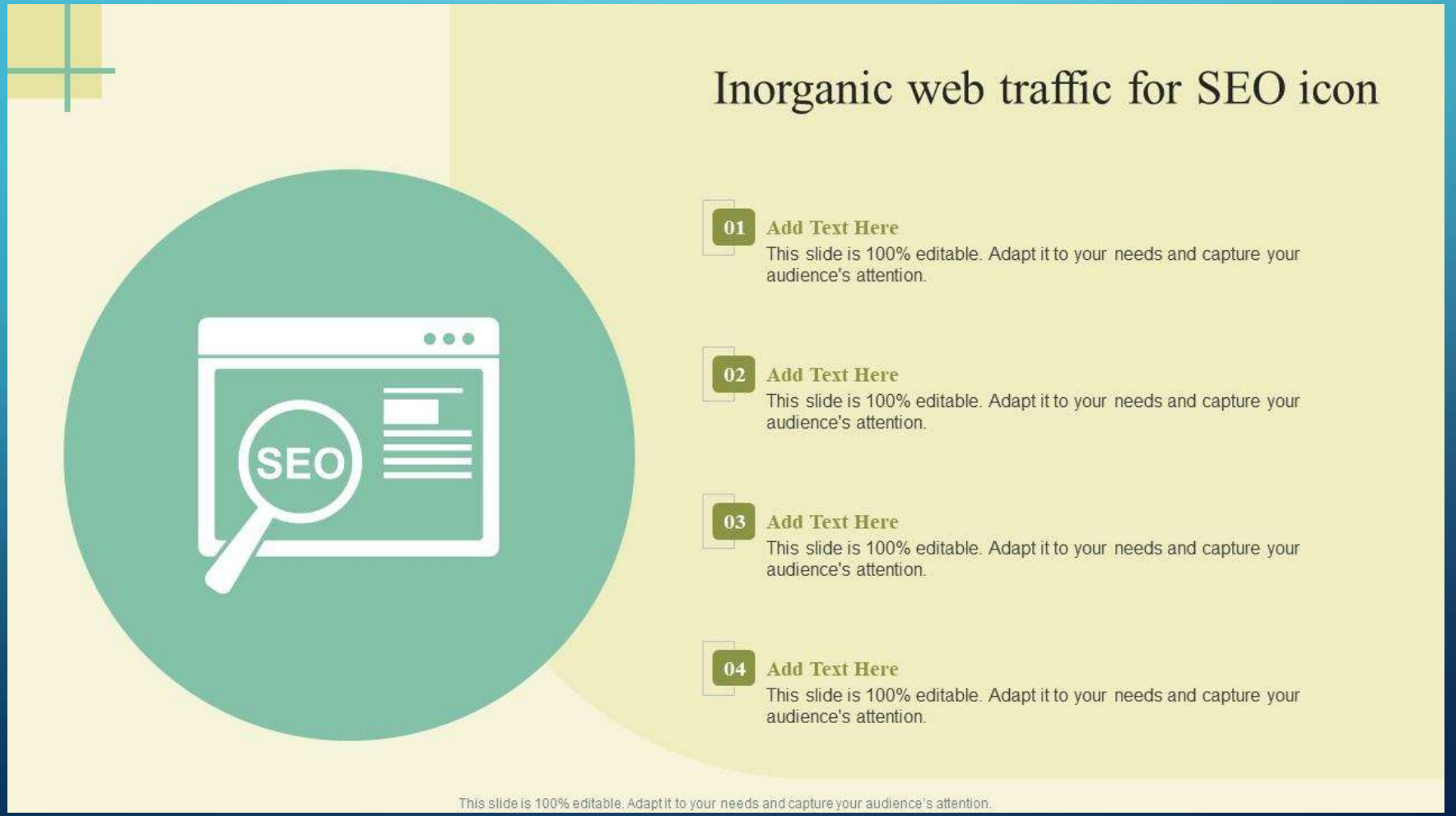
- Organic traffic
- Inorganic traffic
- Direct traffic
- Social traffic
- Referral traffic

WHAT IS ORGANIC WEB TRAFFIC ?

Organic web traffic refers to the **visitors who land on your website naturally** — through **unpaid search engine results** — rather than from paid ads or direct visits.

WHAT IS INORGANIC WEB TRAFFIC ?

Inorganic web traffic (also known as **paid traffic**) refers to visitors who come to your website through **paid promotions**, such as online ads, rather than through unpaid (organic) search engine results.


Inorganic web traffic for SEO icon
SEO
01
Add Text Here
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.
02
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This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

WHAT IS SOCIAL WEB TRAFFIC ?

Social web traffic (or simply **social traffic**) refers to visitors who come to your website **from social media platforms.**

If someone clicks a link to your site from platforms like **Facebook, Instagram, Twitter, LinkedIn, TikTok, or Pinterest,** that visit is counted as **social web traffic.**

WHAT IS REFERRAL WEB TRAFFIC ?

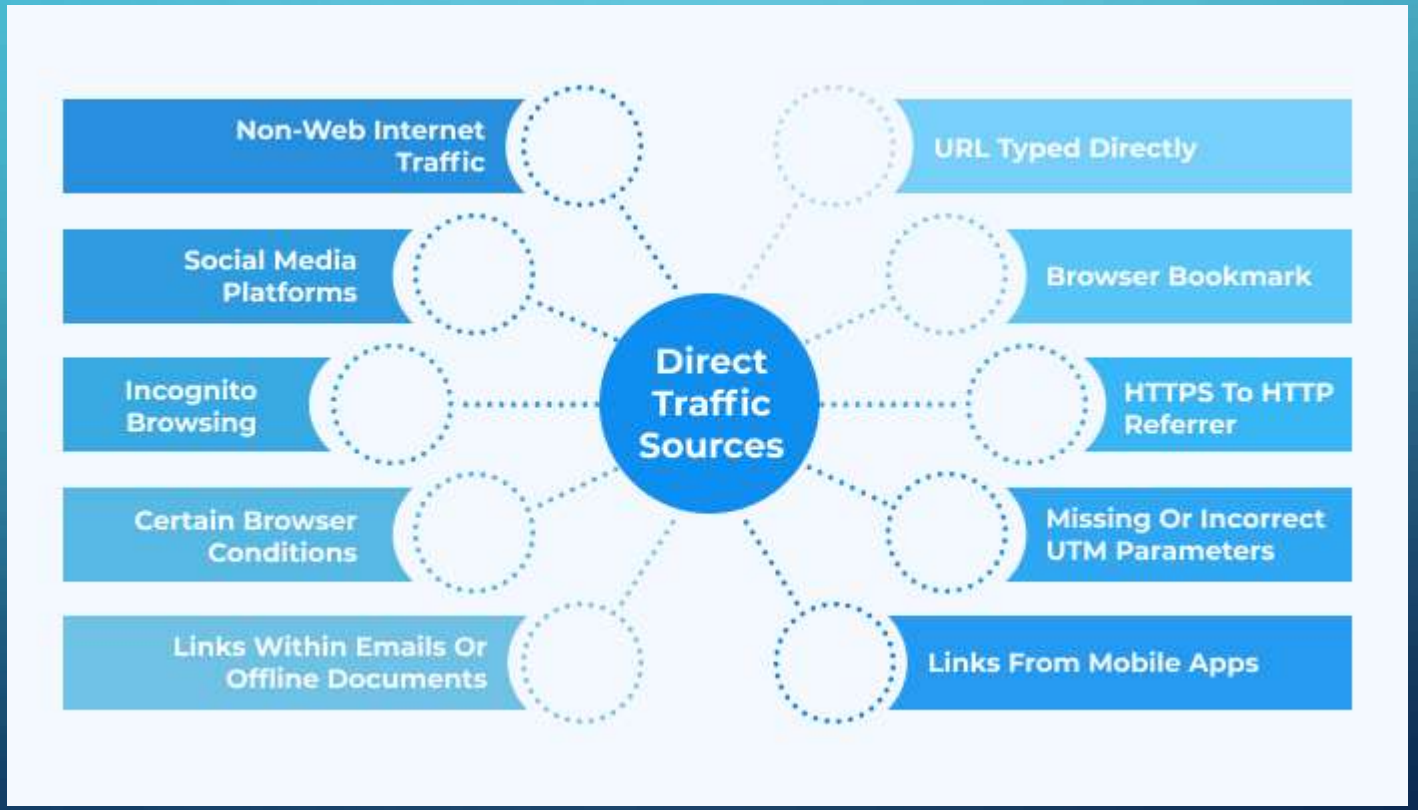
Referral web traffic is the visitors who come to your website by clicking on a link from **another website** — not from search engines, social media, or direct visits.

If someone visits your site because they clicked a link on **someone else's website or blog**, that's **referral traffic**.

WHAT IS DIRECT WEB TRAFFIC ?

Direct web traffic refers to visitors who arrive at your website by **typing your URL directly** into their browser or via bookmarks, without clicking on a link from another site, search engine, or social media.

If someone types **www.yoursite.com** in their browser or uses a saved bookmark to visit, that's counted as **direct traffic.**



DIFFERENCE BETWEEN ON PAGE & OFF PAGE ?

ON PAGE

- Refers to **optimizations you do directly on your website** to improve search rankings and user experience.
- On your own website.
- Content, keywords, user experience.

OFF PAGE

- Refers to **actions taken outside your website** to improve its authority, trust, and ranking.
- Outside your website.
- Backlinks, brand reputation.

THANK YOU

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